

Webpage Protocols

Project Development and Environmental Analysis Branch		Approved: 3/2011 Version 1.5
[Contents]		
Purpose Responsibility Procedures Categories FAQ News and Updates	Project Overview Archives Project Highlights Project Photos Contact Information	

Purpose

The purpose of this procedure is to set a standard of consistency within our project web pages, to enable easy webpage creation and maintenance, and to enable the delegation of project page creation and maintenance from IT to PDEA staff. By utilizing one web template for all project pages, the information will always be in the same location on every page – for every project. The consistency of the appearance and information placement throughout the site will make viewing, updating, and searching much more user friendly, both for the public and within DOT. It will also enable any project planning engineer to create a project webpage for any project. No longer will websites be reserved for the “big” projects with consultants working on them. Lastly, this will save time as coordination with IT will no longer be necessary. By creating a preconstruction page template and producing these protocols, IT has agreed to delegate uploading project page content to PDEA.

Another bonus is the web sites can be tailored to the **preconstruction phase**, (that is, projects in the project development or design phases); therefore, the information will be more pertinent to projects in this stage and it is more likely to be what the public wants to know when they search for these projects. Websites are not mandatory for projects, but we are providing this tool to facilitate providing them for more projects. It is the decision of the Project Planning engineer, in consultation with his/her supervisor and the project team, whether or not to do a webpage for a particular project.

Responsibility

Everyone plays a role in keeping the pages up to date and current. It has to be a team effort to make it work. If you see something that isn't current, correct, or just needs to be put in more user friendly terms, you need to notify the Project Engineer or whoever is determined to be the go-to person.

However, there are a few specific roles and responsibilities that need to be outlined.

- ✚ The Project Planning Engineer will be responsible for determining what content is put on a project page. This includes what the text says under the standardized heading and what content (documents, maps, etc.) is loaded onto the site. Guidelines are provided here, but ultimately it is up to the Project Planning Engineer, in consultation with his/her supervisor and the project team, to determine what is most appropriate for a given project.
- ✚ The Project Planning Engineer will be responsible for assigning the **Keyword Search** terms for their project. (See more under **Keyword Search**) Think about how someone would try to find your project. Examples for Bonner Bridge could be Bonner Bridge, Oregon Inlet, Hatteras Island Bridge, Herbert C. Bonner, etc. For NC 107 Connector, the terms might be NC 107, Sylva-Dillsboro Bypass, Sylva southern loop, etc. Again, this is the Project Planning Engineer's call.
- ✚ Web Services (Ryan Nolan) will initially develop and launch the website.
- ✚ Technical Support Analysts Todd Meyer and Christie Murphy will upload new information (maps, documents, etc.) to an existing site. They can also make changes to the website text to keep information current. With the creation the template and these protocols, IT has agreed to delegate uploading project page content to PDEA.
- ✚ Communications Office (Lisa Schell) has the final say on any web content we post. CO approves new project sites before they go live. On existing sites, CO needs to review and approve the staged site when text changes are made. CO does not need to review a staged site when the only change made is uploaded documents or maps.
- ✚ The Project Planning Engineer is responsible for making sure content on his or her project's pages is kept current. The Project Planning Engineer is also responsible for removing documents that have been superseded or no longer need to be available to the public via the website. Too many documents on the website cause clutter and confuse the public. (Any document we have can be requested by the public. The purpose of the website is not to be a repository for all public information, but only to provide that which is clear, relevant, timely, and of interest to most people.
- ✚ The PDEA Staff Engineer will check pages occasionally to make sure they have been moved to the appropriate category at project letting and project completion (see
- ✚ **Categories**
- ✚ and to make sure content remains fresh.

Procedure to Create a Project Website

1. The Project Planning Engineer fills out Web Outline Form with the project information.
2. The Project Planning Engineer emails the completed template to Ryan Nolan with web services, asking him to create the site. Copy Lisa Schell, Todd Meyer, and Missy Pair on the email.
3. Once the site is developed, it will be placed on the staging server, or “staged”. (A staged website cannot be seen by public, but is visible to internal NCDOT staff to review before it is pushed to production, that is, made public.) The Project Planning Engineer and the CO will be notified once it is staged; the PPE and CO let Ryan know of any changes that need to be made.
4. Once everyone is satisfied* with the staged site, it gets pushed to production (made live or visible to the public).

Procedure to Update a Project Website

1. The Project Planning Engineer gives to Todd Meyer the information that needs to be uploaded (documents, maps, newsletters, etc.), and also provides Todd with any text changes that need to be made.
2. Todd stages the modified site.
3. If only documents, maps, newsletters, etc. were uploaded, Todd notifies the PPE of the staged site and asks for review and approval. If text changes were made, then Todd notifies Lisa Schell as well as the PPE of the staged site and asks for review and approval. Other parties who need to review the site should be notified as well, per the PPE’s discretion.
4. Todd makes any needed changes. Once everyone is satisfied* with the site, Todd pushes it to production (made live or visible to the public).
5. As part of routine project site updates, the PPE should remove any superseded documents or old information that could be confusing to the public. The purpose of the website is not to be a repository for all public information, but only to provide that which is clear, relevant, timely, and of interest to most people. (For instance, remove the DEIS once the FEIS has been uploaded. If someone wants to see the DEIS, they can request it. The EA should remain even after the FONSI is uploaded, however, since the FONSI requires the context of the EA. Also, when a design public hearing map is uploaded, remove the corridor public hearing map.)

**The CO has the final say on website content.*

Categories

The three categories in place now at http://www.ncdot.org/construction/projectsstudies/?Counties=*&Region=* – ***Current Projects, Future Projects, Study Projects*** – will go away. The categories replacing them will be:

 **Projects Under Construction**

- For projects that have been let but are not yet open to traffic.

Projects Under Development

- For projects that are either in the project development phase (PDEA is working on it) or in the design phase. This includes projects in right of way acquisition (final design). When the project gets let, it moves to Projects Under Construction.

Long Range Studies

This category is for studies that are ahead of the Project Development phase. The projects may not even be programmed into the STIP.

Examples include:

- Corridor Studies
- Feasibility Studies
- Projects that were once active and had web pages but are now “shelved”. The Project Planning Engineer, in consultation with his/her supervisor and project team, decides in this case if the old webpage is relevant enough to be maintained under this category, or if the old project page should be deleted entirely.

Rail Projects

- Reserved for Rail Division use

There will also be a ***Project Archives*** section for designated Projects that are built. Once project construction is complete, the web page should be moved to this category.

Glossary of Terms

This will be created in Stage 2 after the overall setup has been done. It will be a useful link that will aid the individual searching and understanding the content of the site.

FAQ

This will also be created in Stage 2. The intent is to explain the overall process for getting roads built.

The Screen shots used for this section were taken from the Project page NC 107 Connector - <http://www.ncdot.gov/projects/nc107connector/>. This is the format that will be applied to all Project pages.

Project Fast Facts

This is for a quick reference or snapshot of Project.

- + County
- + Type of Project – 5 or 6 options to pick
- + TIP #
- + Estimated Cost –
 - o = ROW + Construction + UtilitiesThis should be the best current estimate, whether it is the current STIP estimate or a more updated estimate from the project file.
- + Property Acquisition Start
 - o The Year ROW funded in TIP

Project Fast Facts

- County:** Jackson
- Type of Project:** New Roadway
- STIP Number:** R-4745
- Estimated Cost:** \$132 m
- Property Acquisition Start:** Fiscal Year 2015

Description

The description is one or more sentences describing the project. It's okay if some of the information overlaps with Fast Facts. Items that you might include in the description are:

- + County
- + City - in or near (if it is in or near one)
- + Type of project (same as **Fast Facts**)
- + Route name
- + Where project starts and ends

Description

Study of constructing a new road from N.C. 107 to U.S. 23-74 east of Sylva in Jackson County.

Project Fast Facts

- County:** Jackson
- Type of Project:** New Roadway
- STIP Number:** R-4745
- Estimated Cost:** \$132 m
- Property Acquisition Start:** Fiscal Year 2015

News and Updates

This section will be any fresh, relevant information related to the project. There are two kinds of information you can place here: **text, and uploaded material**. The text under this heading could provide status updates, announcements, etc.

Examples of **uploaded material** would be:

-  Environmental documents
-  Newsletters
-  Press Releases
-  Hearing Maps
-  Handouts

The only format accepted is PDF.



New and fresh information needs to be here. It is important that News and Updates stay fresh because otherwise the public will lose faith in the site. Once some information under News and Updates is no longer fresh, it should be moved to **Archives** or **Project Highlights**. A statement will need to be placed in this section directing them to go to Archives if more information is needed or to view older project materials.

What does “fresh” mean?

Fresh is in the eyes of the project planning engineer, in consultation with his/her supervisor and the project team. An environmental document that is over a year old might still be fresh if it is the latest publication on the project and the information in it is still relevant. On the other hand, a 3-month old newsletter may not be fresh if it has been superseded by another mailing. In deciding if something is fresh, consider this question:

Is this likely to be what people want to know NOW?

Project Overview and Purpose

Here, summarize the purpose and need of the project. The description should be written as if the person reading knows nothing about it. Use friendly language describing what the project is and why it is needed. What is the transportation problem the project is intended to address? How will it benefit the community or surrounding area? Where did the idea of the project come from? Answer the questions before they are asked.

Project Overview and Purpose

The N.C. 107 Connector provides a way to improve traffic bottlenecks, address safety concerns and repair deficient road conditions along N.C. 107 in Jackson County.

In 2000, local officials requested that NCDOT perform a feasibility study for the "Southern Loop." This study (FS-0114C) recommended a multi-lane roadway on new alignment connecting U.S. 23/441 south of Dillsboro to the Great Smoky Mountains Expressway (US 23/74) east of Sylva. The new roadway would divert through traffic away from the commercial corridor and central business districts, reducing traffic congestion in these areas. Upon

Project Archives

This is where older uploaded content is moved once it is no longer considered ***News and Updates*** or a ***Project Highlight***. Examples of things you might include here would be back issues of newsletters, corridor hearing maps if you are now at the design hearing stage, the Draft EIS if the Final EIS has now been published.

Project Highlights

Use this section to inform people of the current project work going on or to provide any project information that does not fit under ***News and Updates*** because it is not new, but still relevant. Examples might be alternatives under study, the next expected public meeting, project schedule, or Merger Team information.

Project Highlights

NCDOT is initiating an Environmental Impact Statement (EIS) for this N.C. 107 Connector project. During the planning phase of this project, alternatives will not be limited to a multi-lane roadway on a new location. In addition to new location alternatives, other studied alternatives will include:

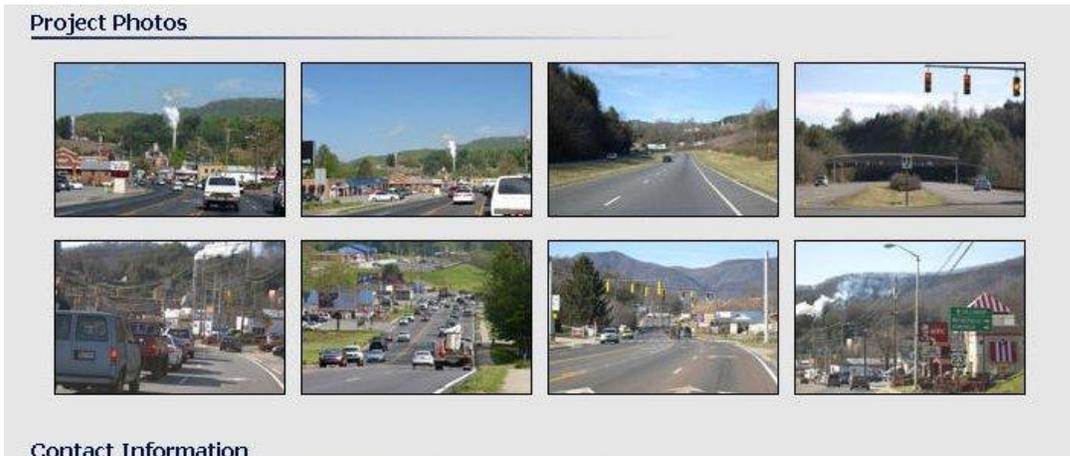
- Improving existing roadways;
- Traffic Systems Management (TSM), which could involve optimizing existing traffic signal timing or improving timing sequencing, widening intersections to add turn lanes, combining and eliminating driveway accesses, and other similar capacity improvements; and
- Multi-modal options.

The alternatives studied could also include a combination of these options (i.e. improving an existing roadway combined with a new roadway on new location or TSM combined with multi-modal).

Right of way and relocation brochures are being uploaded onto the NCDOT webpage. We can provide links to these from any project page. If you want to link to these, tell Todd/Christie and provide the text for the link.

Project Photos

Post pictures of the project (optional).



Contact Information

Contact Information

There will be up to three (3) names for each project:

- ✚ Project Development Engineer
- ✚ Roadway Project Design Engineer
- ✚ Division Engineer

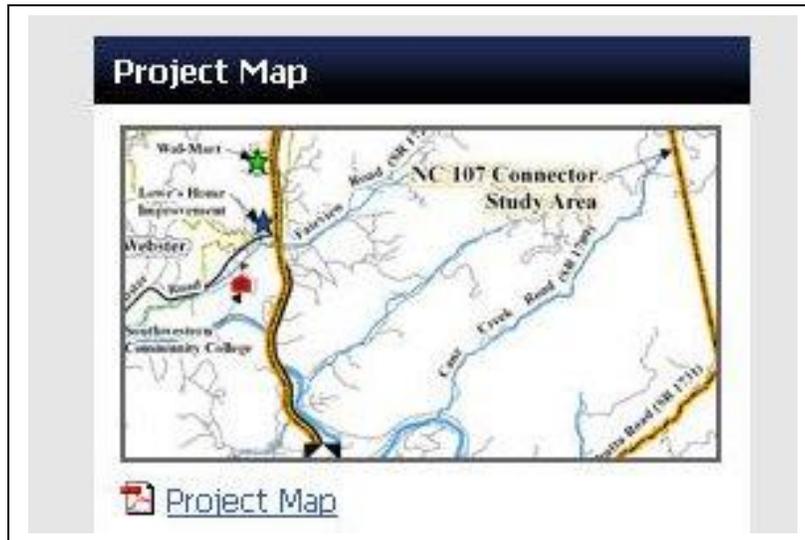
Some projects may not need all three, and the order the names appear should perhaps change depending on the stage the project is in. Discuss this with the Division Engineer and Roadway Project Design Engineer and tailor this as appropriate for an individual project.

They should be put in order by the type of Project.

Contact Information	
Joel Setzer, P.E. Division 14 Engineer	Ryan White, P.E. Project Planning Engineer
▪ Email: Contact Us	▪ Email: Contact Us
▪ Phone: (828) 586-2141	▪ Phone: (919) 733-7844 ext. 245
▪ Address: 253 Webster Road, Sylva, NC 28779	▪ Address: 1548 Mail Service Center, Raleigh, NC 27699-1548

Project Map (required)

A map showing the project location must be provided here. More detailed maps are certainly encouraged when they are available, but should probably be provided under ***News and Updates***, ***Project Highlights***, or ***Archives***.





Major Projects & Studies

N.C. 107 Connector

Contact Us

More Projects & Studies

Coastal

Mountain

Piedmont

Or

Home » Construction » Major Projects & Studies » N.C. 107 Connector

N.C. 107 Connector



Description

Study of constructing a new road from N.C. 107 to U.S. 23-74 east of Sylva in Jackson County.

News and Updates

The most recent public meeting occurred on Dec. 4th, 2008.

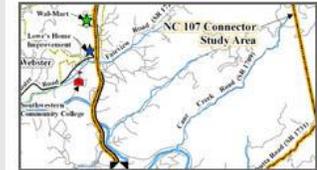
- [Press Release: Transportation Board Approves Changes for Proposed Highway Project Near Sylva](#)
- [Citizens Informational Workshop Handout from 12/4/08 Meeting](#)
- [Citizens Informational Workshop Announcement](#)

Project Overview and Purpose

The N.C. 107 Connector provides a way to improve traffic bottlenecks, address safety concerns and repair deficient road conditions along N.C. 107 in Jackson County.

In 2000, local officials requested that NCDOT perform a feasibility study for the "Southern Loop." This study (FS-0114C) recommended a multi-lane roadway on new alignment connecting U.S. 23/441 south of Dillsboro to the Great Smoky Mountains Expressway (US 23/74) east of Sylva. The new roadway would divert through traffic away from the commercial corridor and central business districts, reducing traffic congestion in these areas. Upon completion of the feasibility study in 2003, the "Southern Loop" was added to the State Transportation Improvement Program, the department's seven-year blueprint for transportation projects across the state. In 2008 at the request of the Southwestern Rural Planning Organization (RPO), NCDOT removed the western half of the proposed roadway (from U.S. 23/441 south of Dillsboro to N.C. 107) from the STIP and changed the name from "Southern Loop" to the N.C. 107

Project Map



[Project Map](#)

Project Fast Facts

- County:** Jackson
- Type of Project:** New Roadway
- STIP Number:** STIP R-4745
- Estimated Cost:** \$132 m
- Property Acquisition Start:** Fiscal Year 2015

On this page

- [Description](#)
- [News and Updates](#)
- [Project Overview and Purpose](#)
- [Project Highlights](#)
- [Project Photos](#)
- [Contact Information](#)